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1967 Business & Professional Courses

April to July

University of Toronto

Sum- mer pro- gram



Division of Extension

Industrial Management

W. T. NUTSON

Twenty-five lectures at 6:30 p.m. in Room 316. Fee: \$65

This study of the principles and techniques of industrial management divides broadly into two general areas:

An introduction to modern management thought with the subsequent emphasis on people—both manager and those managed—relative to organization research and theory, motivation, incentives and morale, policy formulation, planning and decision making;

A broad introduction to the physical make-up of an industrial organization—in this second category, there will be a discussion of line and staff functions, and their inter-relationship.

The significance of good control as a function of industrial engineering, production planning and accounting will be amplified.

The class will be limited to 50 students.

TEXT: Haynes and Massie—*Management—Analysis, Concepts and Cases*, Prentice-Hall Inc.

Labour Relations

J. G. BETTS

Twenty-five lectures at 7:00 p.m. in Room 305. Fee: \$65

This course is primarily for people in industry who now carry responsibility for decisions in personnel administration, particularly where collective bargaining is a factor.

The topics covered will include the history of the trade union movement and labour legislation, with a more detailed examination of certification procedure and The Labour Relations Act of Ontario. Negotiations, conciliation, administration and arbitrations will be covered, together with a study of some of the more important portions of the collective bargaining agreement.

The sessions are of a work-session nature, wherever practical, in order to develop an understanding of the problems both union and management bring to the Labour Relations situation, together with the environment in which they operate.

TEXT: Schlichter, Healy and Livernash—*The Impact of Collective Bargaining on Management*, Brookings Institution.

Students attend classes both Tuesday and Thursday evenings commencing April 18.

Marketing Management

J. LOWERY

Twenty lectures at 6:30 p.m. in Room 244.

Fee: \$40

Marketing Management is a survey course which considers the important marketing functions such as distribution, pricing, advertising, marketing research, packaging, sales management, brand policy, product development, merchandising and financing the marketing plan.

Discussion of actual cases on Canadian marketing situations and periodic guest speakers supplement the lecture series. The course will provide the student with an appreciation of modern marketing principles and practices.

TEXT: Leighton and Thain—*Canadian Problems in Marketing*, McGraw-Hill Company of Canada Limited (Second Edition).

Financial Statement Analysis

J. M. SWINDEN

Twenty lectures at 6:00 p.m. in Room 220.

Fee: \$55

The purpose of this course is to give those businessmen who have some knowledge of accounting, a greater understanding of the problems involved in the preparation, analysis and interpretation of financial statements.

The following topics will be discussed:

Generally accepted accounting principles of asset valuation and income measurement

Underlying assumptions, composition and limitations of financial statements

Form, content and legal requirements of the balance sheet, and statements of profit and loss, earned surplus and sources and applications of funds

Financial statement presentation and disclosure of inventories, fixed assets, depreciation and income taxes

Analytical techniques used to investigate financial statements, including break-even point and ratio analysis

Business combinations and techniques of re-organization

Problems peculiar to consolidated financial statements

Price level accounting

Reference is made throughout the course to a few published reports of large Canadian public companies.

Students attend classes both Tuesday and Thursday evenings commencing April 18.

Adult Learning and Teaching

R. DEVLIN

Twenty-five lectures at 6:30 p.m. in Room 107.

Fee: \$65

This course will examine the psychology of adulthood, how adults learn, how to teach adults, and how to plan educational and training opportunities for them. The course is designed for men and women who are involved in the education or training of adults in business, industry, professional and vocational training programs, educational institutions, religious institutions, government, libraries, armed services, and other organizations.

The members of this course will learn about the following topics: the psychological characteristics of adults; abilities during adulthood; motivation, interests, and career patterns; what adults learn; how they learn; the process of self-teaching; sources of assistance for adult learners; the planning process; teaching methods; some specific techniques; groups in learning; and training for an occupation. Members will frequently be encouraged to relate this knowledge to their own learning and their own professional responsibilities.

The instructor will attempt to use methods suitable for an adult group. These methods will include reading, brief lectures, seminar discussions, small-group discussion, mimeographed handouts, exercises, application, and observation.

The class will be limited to 30 students.

TEXT: Kidd—*How Adults Learn*, Association Press (New York) or G. R. Welch (Etobicoke).

Economics — An Introduction J. I. McDONALD

Twenty-five lectures at 6:00 p.m. in Room 243.

Fee: \$65

The elements of economic theory will be developed and illustrated with reference to contemporary economic problems.

Lectures will include discussion of the following topics:

Price Theory and Applications

Money and Banking

National Income

Business Cycles and Economic Growth

International Trade

The class will be limited to 40 students.

TEXT: Samuelson/Scott—*Economics, An Introductory Analysis* (Canadian Edition), McGraw-Hill.

Students attend classes both Tuesday and Thursday evenings commencing April 18.

APPLICATION FORM

BUSINESS AND PROFESSIONAL COURSES

DIVISION OF UNIVERSITY EXTENSION

UNIVERSITY OF TORONTO

84 QUEEN'S PARK

TORONTO 5

Course

Name (please print)

Address

Employer's Name

Employer's Address

Home_____ Business_____

Phone Numbers

Fee \$_____

If you are presently registered in one of the following programs, please indicate.

Certificate Course in Personnel-Industrial Relations ☐

Certificate Course in Manpower Development ☐

Fellow's Course in Banking ☐

Fees must accompany application form.

Cheques or money orders should be made payable to the University of Toronto.

High Speed Data Processing

P. FONTAINE

Twenty lectures at 6:00 p.m. in Room 120.

Fee: \$55

This introduction to modern high-speed data processing systems provides a general background on the use of stored programme computers in business problems. It is divided into three approximately equal sections:

- Data processing systems
- Coding and programming
- Applications.

The section on systems is a study of the components and principles of computers. The section on coding and programming introduces terminology and new ideas through a few simple problems. The last section is about the application of these new methods to insurance, inventory control, accounting, production scheduling, etc. Throughout the course a special effort is made to concentrate on methods which are generally valid on modern machines.

Applicants need not have specialized knowledge of mathematics nor any knowledge of electronics. They should, however, have some interest and experience in a field where the handling of numerical data is important, such as accounting, banking, business management, investment financing or insurance.

This class is limited to 100 students.

The Salesman's Role in the Marketing Function

R. LOFTUS

Ten lectures at 7:30 p.m. in Room 119.

Fee: \$25

With selling conditions changing swiftly, there is a greater need than ever for people well trained to function in the sales side of modern marketing programs. New knowledge in both arts and sciences must be combined to meet the demands of today and the challenge of tomorrow. This course gives an introduction to this new knowledge. It will examine in detail modern sales training, motivation, as well as the interpretation and use of modern data processing techniques, market research, and advertising and sales promotion. The role of the salesman on the marketing team will be fully analysed.

Students interested in this course should have previously taken an introductory course in marketing such as "Marketing Management" mentioned in this brochure or have equivalent experience.

Students attend classes both Tuesday and Thursday evenings commencing April 18.

GENERAL INFORMATION

Registration

Registration may be by mail, using the application form in this folder, or in person at the Division of University Extension, Room 201, 84 Queen's Park, Toronto 5, from 9 a.m. to 5 p.m. daily except Saturdays. The office will remain open until 8:30 p.m. on Tuesday and Thursday evenings during the first two weeks of April to accept registrations.

Refunds

Refunds will be considered only if requested before the second lecture is given. A charge of \$5 is made for each refund.

Location

All classes will be held in the Galbraith Building located on the east side of St. George St., just north of College St.

Students attend classes both Tuesday and Thursday evenings commencing April 18.

Any class for which there is insufficient registration may be cancelled.

Textbooks

The textbooks indicated in this brochure may be ordered from the bookstore by telephoning 928-2247. The book will be mailed to you along with an invoice which you can pay by cheque.

Students participating in the following programs will be granted credit for any applicable subjects successfully completed during this summer session:

Certificate Course in Personnel-Industrial Relations
Certificate Course in Manpower Development
Fellows Course in Banking.

For additional copies of this brochure, phone 928-2393.

